

# IMAGE DISPLAY APPARATUS AND METHOD THEREOF

## Abstract of Disclosure

A liquid crystal display apparatus for displaying an image on a liquid crystal cell through a liquid crystal driver driven by a predetermined number of bits by inputting image data in which one pixel is represented with a plurality of sub-pixels. The liquid crystal display apparatus includes: memory for storing information about an offset for converting gray level coordinates of a gamma characteristic spaced evenly according to the number of bits into gray level coordinates spaced unevenly; a gray level adjustment portion for performing a calculation on particular input sub-pixel data based on information about the offset stored in the memory; and a pseudo-gray-level-expansion portion for applying pseudo gray level expansion to the sub-pixel data calculated by the gray level adjustment portion. The sub-pixel data to which the pseudo gray level expansion is applied by the pseudo-gray-level-expansion portion is supplied to the liquid crystal driver to display the image on the liquid crystal cell.